CITY OF STEVENS POINT
COMPREHENSIVE PLAN UPDATE
2014-15

Stevens Point
Comprehensive Plan
AGENDA

- Overview of Comprehensive Plan and Process
- Visioning Discussion
- SWOT Analysis
CITY’S COMPREHENSIVE PLAN

- Wisconsin Law – City’s Plan Adopted in 2006
- Comprehensive Plan: Provides an assessment of existing conditions and future needs within the community.
- A 10-20 year vision is created based off anticipated change and growth that will affect community health, safety, and welfare.
- Several elements are created and analyzed, such as housing, and transportation, where future goals and objectives are then generated.
- Updates should occur every 5-10 years.
Wisconsin Statute §§ 66.1001(2) details the contents that a comprehensive must entail:

1. Issues and opportunities
2. Housing
3. Transportation
4. Utilities and community facilities
5. Agricultural, natural, and cultural resources
6. Economic development
7. Intergovernmental cooperation
8. Land use
9. Implementation
STRENGTHS OF COMPREHENSIVE PLANNING

- Comprehensive plans coordinate community activity.
- Comprehensive plans saves communities money.
  - Duplication of services
  - Proactive rather than retro-active
- Comprehensive plans promote economic development.
- Comprehensive plans allow for a greater understanding of the past and present in order to pave the road to the future for communities.
- Preserves local control and autonomy for both the community and residents.
**Plan Update**

- Occurs to incorporate new research, data, and changes across the community.

- Establishes or reestablishes vision.

- An overall vision is created - goals, objectives, and policies are established to carry out the vision.
# Comprehensive Planning Process
for the City of Stevens Point

<table>
<thead>
<tr>
<th>Step</th>
<th>Activity</th>
<th>Description</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Organizing and pre-planning</td>
<td>Initiate and organize the comprehensive planning process. Identify and begin to recruit the players and stakeholders to be involved in the process, the content in which the comprehensive plan will be conducted and the area to be assessed. Create the organizational structure to carry out the planning process. Determine the financial and technical resources needed for the planning process.</td>
<td>1 to 2 months</td>
</tr>
<tr>
<td>2</td>
<td>Visioning</td>
<td>Develop a shared vision regarding where the community wants to be in the definable future. This should be based on consensus among all the key stakeholders and should serve as the guiding focus for all planning efforts.</td>
<td>2 to 4 months</td>
</tr>
<tr>
<td>3</td>
<td>Assessing the community</td>
<td>Through sound research, profile and assess the local community.</td>
<td>8 to 10 months</td>
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</tbody>
</table>

Source: International Economic Development Council
STEP 2
Develop a shared vision regarding where the community wants to be in the definable future. This should be based on consensus among all the key stakeholders and should serve as the guiding focus for all planning efforts. (source: IEDC)

Definition: A vision of success is a clear and succinct description of what the community should look like after it successfully implements its strategies and achieves its full potential. It is an expression by the people about what they want the community to be – a preferred future, a picture of a community. (source: UW-Extension)
A vision should...

- Provide a basis for developing the other aspects of the comprehensive planning process
- Include desired community outcomes and benefits
- Grow out of past decisions and actions
- Be inspirational - Inspire community members to realize their dreams through positive, effective action
- Be widely disseminated and used to help guide community decisions and actions
- Draw people to common work
- Give hope for a better future
DEscribing the Preferred Community.

Think about...

- Transportation
- Housing
- Downtown
- Industry
- Employment
- Parks
- Natural Resources
- Geography
- Public Health
- Culture
- Arts
- Etc.
Examples May Be...

- Community Wide
- Neighborhood Focused
- Apply to all aspects of a community on any scale

Such as...

- Reduction in speed limits on certain streets
- Focus on affordable housing in certain areas
- Creation of neighborhood watch groups
- Additional grocery options
SWOT Analysis

- **Strengths**
  Example – Diverse Sectors of Employment

- **Weaknesses**
  Example – Lack of ability to expand westward due to river and floodplain

- **Opportunities**
  Example – Infill and brownfield site development through state programs & grants

- **Threats**
  Example – Aging baby boomer population and need for applicable housing
Questions to Consider:

- What do you see as the community's major strengths and assets?
- What do you see as the community's major weaknesses or liabilities?
- What do you see as the community's major opportunities?
- What do you see as the community's major threats?
Questions to Consider:

- What is your dream for our community?
- What kind of community do we want to create?
- What would you like to see change?
- What would success look like?
COMP PLAN NOTIFICATION ALERTS

STEVENSPOINT.COM/COMPPPLAN

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Please sign in to subscribe, unsubscribe, or manage your subscriptions.

Email Address

Sign In

Government Jobs

<table>
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<th>METHOD</th>
<th>LAST NAME</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td></td>
<td>Job Openings</td>
<td>Subscribe to this category to receive notices when City of Stevens Point (government) job openings are posted here.</td>
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News Flash

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<th>METHOD</th>
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<tr>
<td></td>
<td>Airport</td>
<td>News stories and announcements about the Stevens Point Airport, Matson Field.</td>
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<tr>
<td></td>
<td>Assessor</td>
<td>News stories and announcements featured on the Assessor’s Department pages.</td>
</tr>
<tr>
<td></td>
<td>Business 51 Improvement</td>
<td>News and information regarding the Business 51 Improvement Study and Project.</td>
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<tr>
<td></td>
<td>City Hall RFP</td>
<td>Subscribe to receive notices when news is published about the City’s RFP for needs analysis and space/facilities assessment for the relocation of City Hall to the MSTC building.</td>
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<tr>
<td></td>
<td>Comprehensive Plan</td>
<td>News and information regarding the Stevens Point Comprehensive Plan.</td>
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<td></td>
<td>Elections / Voting</td>
<td>News stories and announcements about elections in the City of Stevens Point.</td>
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<tr>
<td></td>
<td>Emergency Alerts</td>
<td>Subscribe to receive notices about emergencies declared in the City of Stevens Point.</td>
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<tr>
<td></td>
<td>Employees</td>
<td>News and information specifically for City of Stevens Point employees and their families. Employees should also monitor the Employee Calendar.</td>
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<td></td>
<td>Fire Dept. / EMS</td>
<td>News stories and announcements featured on the StevensPoint.com/Fire Fire/ EMS pages.</td>
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<tr>
<td></td>
<td>Forestry</td>
<td>News stories and announcements about the Stevens Point Urban Forestry Division.</td>
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<td></td>
<td>Garbage &amp; Recycling</td>
<td>Subscribe to receive notices concerning Garbage &amp; Recycling.</td>
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<tr>
<td></td>
<td>Grade Separation Project</td>
<td>News and information regarding the Hoover Rd./ Country Club Dr. Railroad Grade Separation Project.</td>
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Questions, comments, concerns, feedback?

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